Strategic Marketing & Research, Inc.

INDIANA OFFICE OF TOURISM DEVELOPMENT

2006 Conversion Research

SEPTEMBER 2006

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BACKGROUND & OBJECTIVES

As a significant portion of the Indiana Office of Tourism Development's budget is allocated to producing and distributing travel publications, it is necessary to measure the effectiveness of these guides in generating travel. Because these guides rely on partnership funding, it is also important to confirm value to those who purchase advertising space. To that end, this conversion research focuses on the number of travelers generated by the Guides, the profile of these travelers and their financial contributions to the state's tourism trade.

The specific objectives of this research included the following:

- **Travel Planning Process & Assessment of Fulfillment Material**: To include information on the timing of the travel planning process, an assessment of the usefulness of the Travel Guide in the decision and trip planning process, satisfaction with the fulfillment material, and the impact of the material on the decision to travel Indiana;

- **Conversion Review**: A review of overall conversion and influence of the fulfillment material on visitation;

- **Visitor Profile**: A profile of visitors, including origin, marital status, age of adults and children, income, education, and a comparison of the visitor profile to that of Travel Guide requesters;

- **Travel Behavior/Trip Specifics**: A review of visitors' trip specifics, including duration of trip, activities, travel party composition and size, mode of travel and detailed expenditures; and

- **Impact of the Travel Guide**: Information on the level of travel associated with the Travel Guide and its impact on the travel decision.

Additionally, the Indiana Office of Tourism Development is interested in the impact of its Play Pack publication, a guide which focuses on travel discounts and packages. This research also identifies the elements that visitors and potential visitors want from such a publication.

METHODOLOGY

Given that conversion research measures the level of travel by those who have requested information, it is necessary to give potential visitors the opportunity to travel. While this survey research measures conversion, its purpose is not to measure economic impact. As such, only leads which were received by the Indiana Office of Tourism Development from March through May 2006 were surveyed.

Strategic Marketing & Research, Inc. (SMARI) finds that travelers who respond to Web surveys versus those who respond to telephone surveys differ in how they use travel information. Consequently, both a Web-based and phone survey methodology were used for this conversion research. In total, 439 interviews were completed – 239 via the Web and 200 via telephone. For the overall sample, the precision rate for the results is +/- 5% at a 95% confidence level.

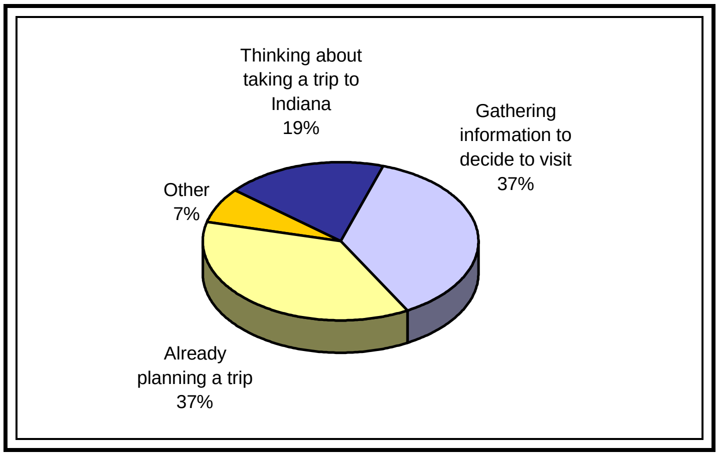
Data collection was conducted at the SMARI call center, in Carmel, Indiana, and on the Web during August 2006. To facilitate broad participation, all the interviews were administered during evening and weekend hours. A copy of the questionnaire appears in the Appendix. Upon completion of the data collection process, the data were cleaned and coded for analysis.

The following report summarizes the key research findings and forwards conclusions and recommendations regarding future publications produced and distributed by the Indiana Office of Tourism Development.

RESPONSE & TRAVEL PLANNING

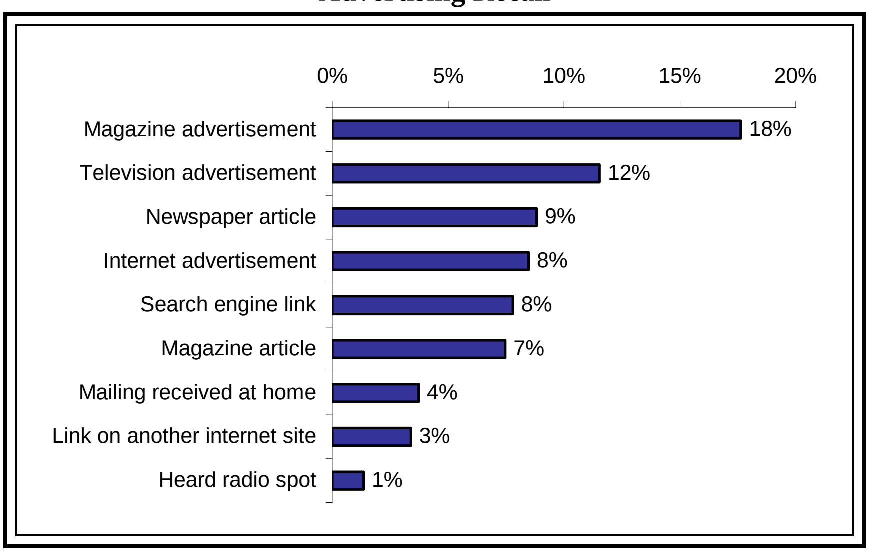
Each year the Indiana Office of Tourism Development receives thousands of inquiries for travel publications. With each name received there comes the opportunity to turn that requester into a visitor, generating valuable spending and returning tax dollars to Indiana communities. When evaluating at which stage potential visitors are in the travel planning process, it is evident IOTD publications can have tremendous impact. Of those who request travel information, 56% have *not* decided to visit the state. In addition, though 37% of requesters already have a trip planned, guides can be influential in encouraging visitors to stay longer or visit more attractions.

Information Request Motivation



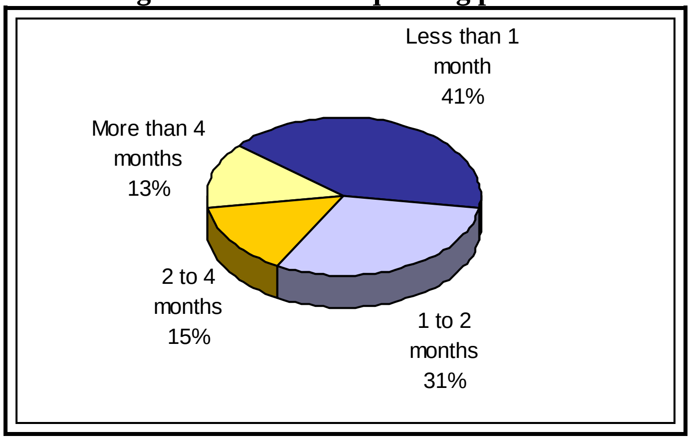
Not only is travel interest a driver to requesting information, IOTD marketing plays a role as well. In fact, 52% of those that requested guides recalled advertising or promotion, with many respondents recalling multiple media.

Advertising Recall



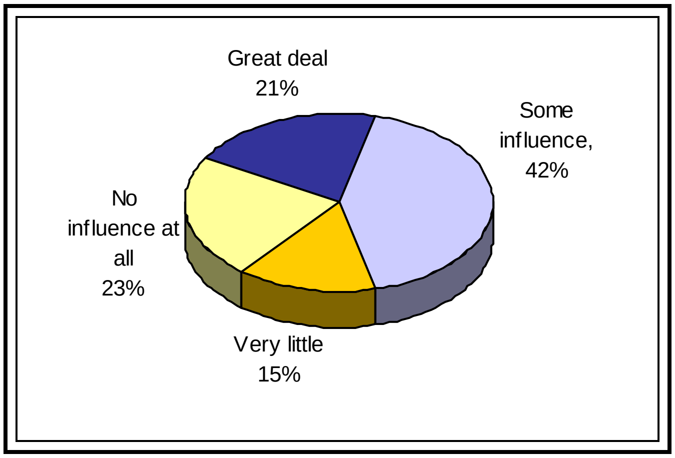
Advertising recall is an important indicator of effectiveness, but when coupled with the travel planning timeframe, it can be used for placement of marketing dollars. As seen below, 41% of visitors plan their trips less than one month in advance. Because of this, IOTD's marketing plan of attracting summer visitors with a May/June campaign and fall visitors with an August/September campaign continues to be a prudent approach. This information is also important for fulfillment purposes. Since Indiana visitors spend so little time planning their travel, it is important that their requests for information are quickly fulfilled.

Timing of travel after requesting publications



Of those traveling to Indiana after requesting information, 63% reported that the travel publications had a great deal or some influence on their decision to visit.

Impact of Publications on Travel Decision

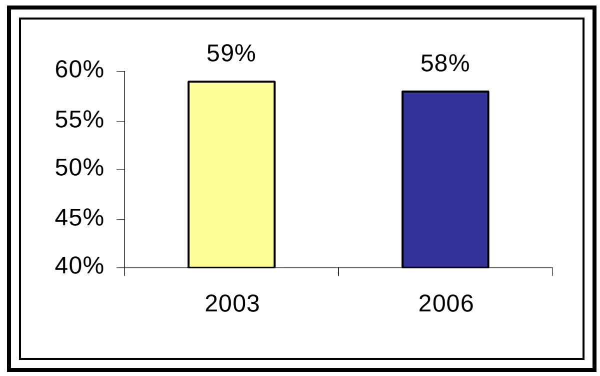


CONVERSION & VISITATION

The first goal of IOTD's marketing efforts is to generate response from consumers and turn them into leads. Secondly, IOTD wants to produce effective fulfillment pieces which are received and used. The final measure of success is turning these respondents into travelers. Those who respond to marketing and then actually visit are considered "converted visitors."

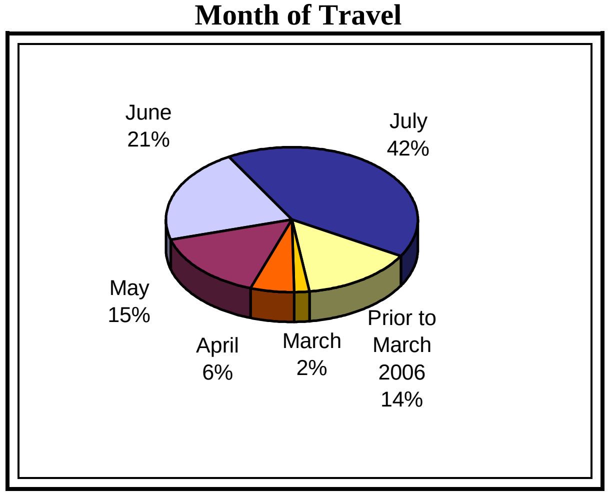
While much has changed in the publications that IOTD has offered over the years, success is reflected in comparisons of conversion from prior years. The IOTD last conducted a conversion study in 2003, when the conversion rate was nearly the same (59%) as that recorded in 2006 (58%).

Conversion Rate



As discussed, over 70% of Indiana visitors said that they plan their trips less than two months in advance. As the leads surveyed for this research were collected by IOTD from March to May 2006, it is expected that those surveyed would have traveled after that time. Given that some travel occurred prior to March 2006, it is evident that some of those who requested travel information were repeat visitors. This is important when developing editorial for the publications. Requesters could be looking for more out-of-the way attractions as they have visited the state previously and are familiar with the larger, better known destinations.

Month of Travel

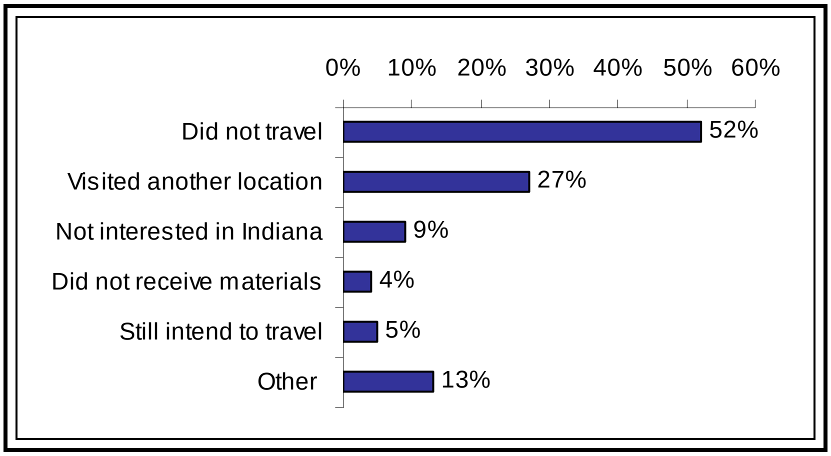


NON-VISITORS

While the primary goal of this research is to evaluate visitation by those who request information from IOTD, it can be useful to consider those who chose not to visit the state after receiving fulfillment materials. While the competition for travel dollars is fierce, the majority of those that did not visit the state after requesting information did not spend their money elsewhere. Non-visitors were far more likely to not travel (52%) than visit another destination (27%).

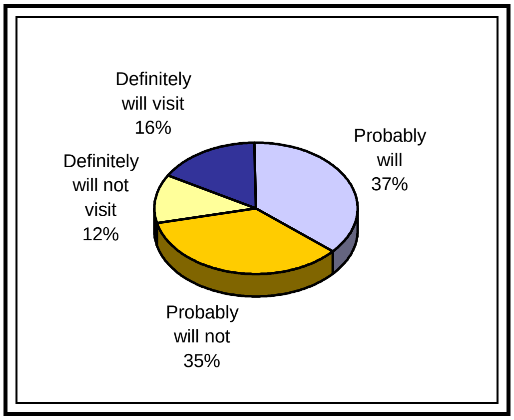
Two reasons given for non-visitation are particularly notable: 4% of visitors reported having not received the materials, while 9% were not interested in the state. This 9% is likely a reflection of the content in the guides not appealing to potential visitors, as the request for information suggests some level of interest initially.

Reason for Non-visitation

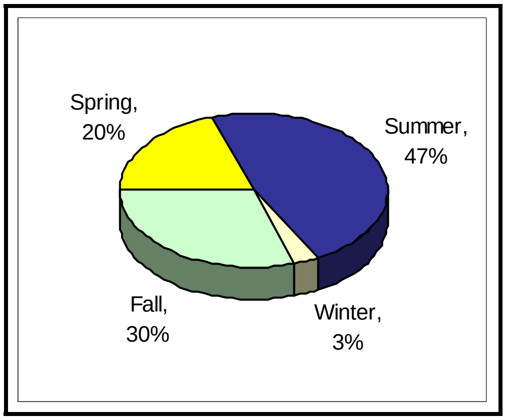


However, when respondents were asked about their future travel plans, it is encouraging 53% of non-visitors will travel to Indiana within the next two years. And while summer remains the primary travel season, nearly on-third of non-travelers intend to visit during the fall, a highly marketed travel period for IOTD.

Future Travel Intentions



Season of Future Travel



TRIP SPECIFICS

As the Indiana Office of Tourism Development evaluates the content of its travel publications, it is important to know in what types of activities Indiana visitors are participating. While the goal of marketing efforts, including publication production, is to generate travel, the ultimate goal is to generate visitor spending. As such, it is important for the editorial content of publications to balance what visitors want to do on their trips with what can boost visitor spending.

The reason such a balance is needed is that two primary activities in which Indiana visitors participate do not involve spending: enjoying scenic beauty and taking scenic drives. While these visitors certainly participate in other activities, Indiana's travel publications should give visitors information on where best to enjoy scenic beauty while incorporating attractions in the area.

While the average overnight trip to the state was just two nights, 28% of trips to Indiana were daytrips. And though family travel was an important segment, less than one-third of all Indiana visitors traveled with children. This should also be reflected in the editorial distribution of the travel publications.

Visitor Trip Activities

Enjoy scenic beauty	54%
Eat at restaurants unique to the area	48%
Go shopping	41%
Take scenic drives or driving tours	41%
Visit small or quaint towns	40%
Visit historic sites	35%
Go to lakes or rivers	33%
Visit with friends or relatives	29%
Attend fairs or festivals	26%
Visit state or national parks	25%
Visit zoos or children-oriented museums	19%
Go hiking or biking	19%
Go antique shopping	19%
Visit larger more metropolitan cities	18%
Look for distinctive architecture	17%
Outdoor activities	16%
Visit art or cultural museums	16%
Go camping	15%
Gamble at a riverboat casino	12%
Go to a music concert	10%
Attend sporting events	10%
Visit amusement or theme parks	9%
Attend musical performances	9%
Visit nightclubs or bars	8%

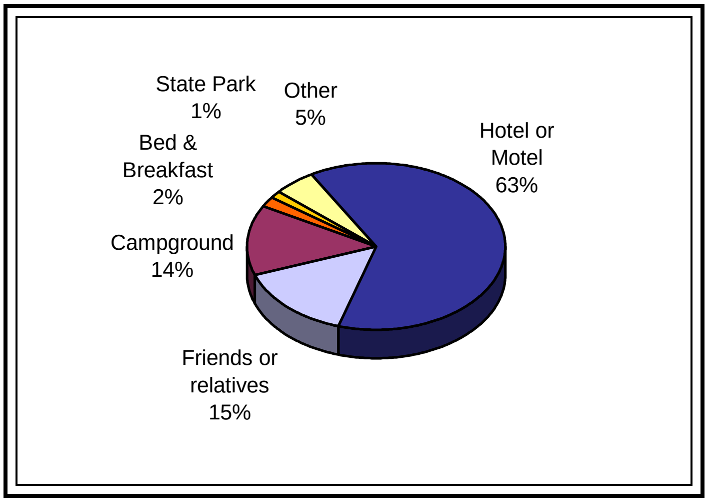
Trip Specifics

Nights	2.0
% Daytrips	28%
Adults on Trip	2.4
Children on trip	0.7
% with Kids	29%

Indiana remains a drive-in destination. As seen in the visitor profile, those traveling to the state most often originated from other Midwestern destinations. In fact, 97% of visitors to Indiana arrived by car or RV, while only 3% flew into the area.

Sixty-three percent of visitors stayed overnight in a hotel or motel. The state does not see tax revenue when visitors stay with friends or family and revenue is extremely reduced when visitors stay in campgrounds. As such, it could be advantageous to the state to promote unique accommodations in its travel publications. Those who might otherwise stay with friends or family could possibly be motivated to stay in paying accommodations were they unique.

Type of Accommodations Used



Again, though the mission of the Indiana Office of Tourism Development revolves around stimulating visitation, the end goal is visitor spending which generates tax revenue. With $299 spent per day during the average trip to Indiana, visitors who requested the state's travel material spent a total of $599 during their trip.

Visitors' Expenditures

Lodging	$68
Meals/food/groceries	$54
Admission/Costs at attractions	$26
Entertainment	$23
Shopping	$57
Transportation	$53
Misc.	$18
Spending per day	$299
X # of days	2
Trip Spending	**$599**
Per person/per day	$97

INFLUENCED TRIPS

The previous evaluation of trip activities, travel party and expenditures did not take into account those visitors who said they were influenced by the Indiana Office of Tourism Development materials. The following compares those who said the IOTD publications had a great deal or somewhat of an influence on their decision-making versus those who said the fulfillment pieces had little or no influence at all.

Predictably, those who were influenced by the publications participated in a greater variety of activities during their trip. The distribution of activities is interesting in that while enjoying scenic beauty and visiting small or quaint towns remained popular no matter the influence, the publications had some of the greatest influence on eating at unique restaurants, visiting historic sites and attending festivals.

Publications' Influence on Trip Activities

Activities	No Influence	Influenced	Difference
Enjoy scenic beauty	32%	65%	33%
Visit small or quaint towns	22%	53%	31%
Eat at restaurants unique to the area	33%	59%	26%
Visit historic sites	25%	46%	21%
Attend fairs or festivals	14%	34%	19%
Take scenic drives or driving tours	30%	49%	19%
Go to lakes or rivers	21%	40%	19%
Go hiking or biking	8%	26%	18%
Go camping	4%	21%	17%
Outdoor activities	4%	20%	16%
Go shopping	30%	46%	16%
Visit state or national parks	16%	30%	14%
Visit larger more metropolitan cities	11%	23%	12%
Visit zoos or children-oriented museums	14%	25%	11%
Visit art or cultural museums	12%	20%	8%
Go antique shopping	14%	23%	8%
Attend sporting events	5%	11%	6%
Visit amusement or theme parks	7%	11%	4%
Look for distinctive architecture	16%	20%	4%
Attend musical performances	7%	9%	2%
Gamble at a riverboat casino	12%	13%	1%
Visit with friends or relatives	28%	27%	0%
Go to a music concert	9%	9%	-1%
Visit nightclubs or bars	9%	7%	-2%

While travel parties were fairly similar betwe and those who were not, the difference is not the state. Those who reported being influen spent nearly one extra night. And while nea daytrips, only 20% of influenced trips were th

Publications' Influence on Travel Party

Trip Specifics	No Influence	Influenced
Nights	1.6	2.5
Daytrips	32%	20%
Adults	2.5	2.5
Children	0.4	0.8
% With kids	31%	28%

Of course, the most important factor in reporting influence of the publications is visitors' expenditures. Since it has been reviewed that those who reported being influenced stayed longer and participated in more activities, it is expected that their expenditures would have been higher. In fact, those who were influenced by the state's publications spent 38% more per day than those who were not influenced. But because those who were influenced then stayed longer, ***the total expenditures by those who were influenced by the state's publications was 116% higher.***

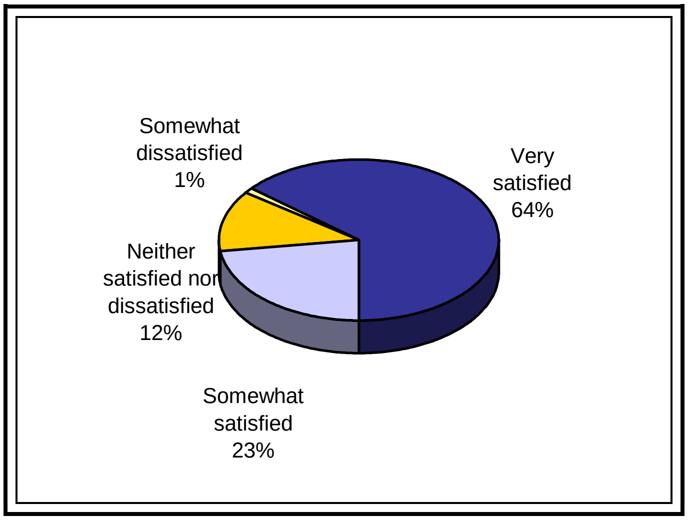
Publications' Influence on Expenditures

Expenditures for…	No Influence	Influenced
Lodging	$53	$81
Meals/food/groceries	$43	$63
Admission/Costs at attractions	$15	$37
Entertainment	$36	$19
Shopping	$40	$66
Transportation	$45	$52
Misc.	$16	$24
Per Day Spending	248	$343
X # of Nights	1.6	2.5
Trip Spending	**$397**	**$856**

FUTURE TRAVEL INTENTIONS

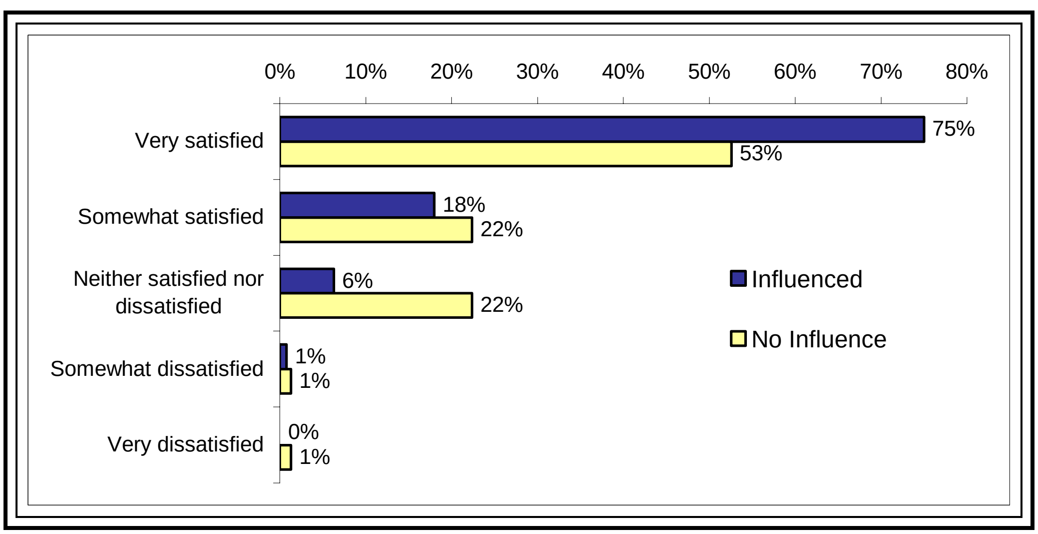
While visitor spending is an immediate measure for the IOTD, visitor satisfaction can impact future conversion and spending. With 87% of visitors being very or somewhat satisfied, it is likely that Indiana destinations provided travelers with the types of experiences they were expecting.

Visitor Satisfaction



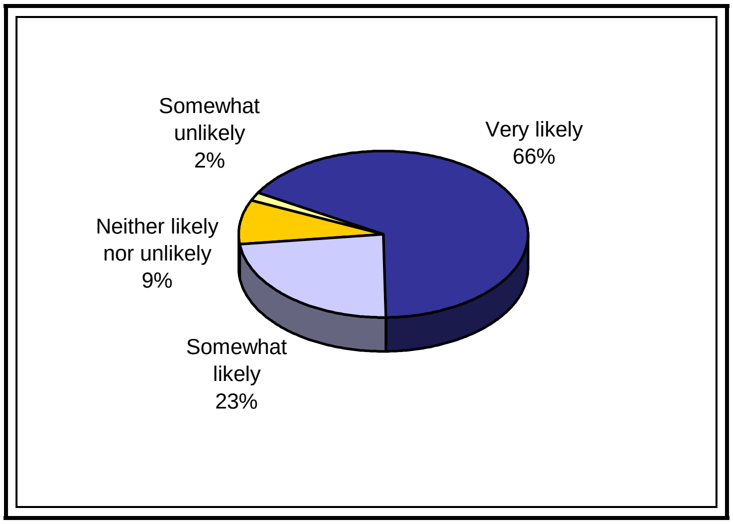
When considering those visitors who reported being influenced by the state's travel publications, differences in satisfaction are noted. IOTD's publications resulted in more satisfied travelers. As mentioned, those who were influenced by the publications participated in more activities, which is a likely contributor to their satisfaction.

Publications' Influence on Satisfaction



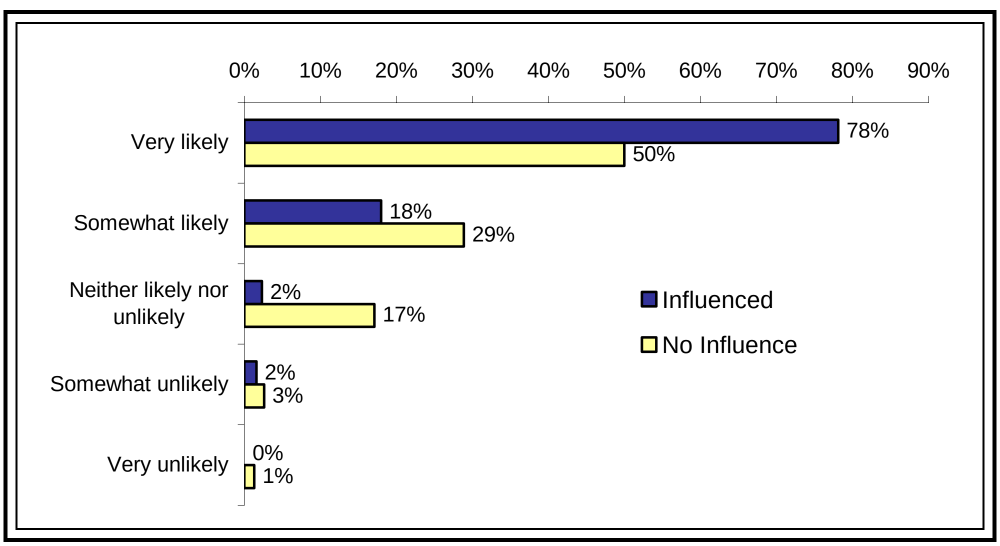
While the future travel intentions of non-visitors were reviewed earlier, it is interesting to compare them to those of visitors. While only 16% of non-visitors said they definitely would visit Indiana, 66% of visitors claimed to be very likely to return, making past visitors a better target for Indiana's marketing efforts.

Visitors' Likelihood to Return



Just as the state's fulfillment pieces had an impact on satisfaction, there were similar effects on future visitation. Those who reported being influenced by the guides reported a 28% greater chance of very likely returning to the state.

Publications' Influence on Likelihood to Visit

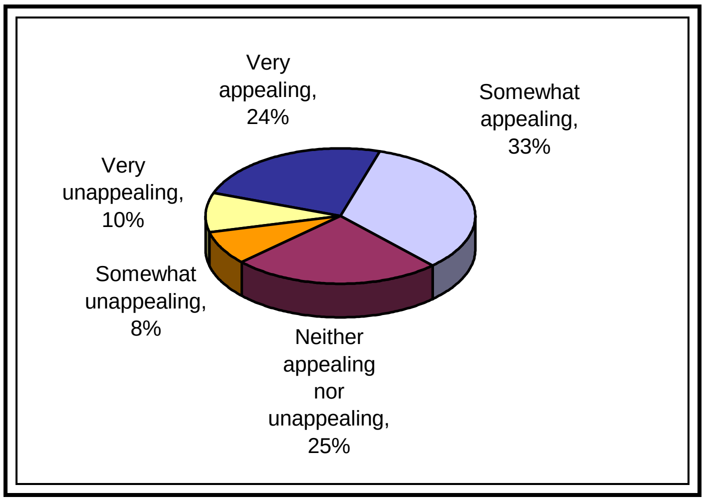


PLAY PACK

While the Indiana Travel Guide is the primary publication produced by IOTD, other pieces accompany the Travel Guide in fulfillment packages. One of these is the Indiana Play Pack, a publication which focuses on travel discounts and, specifically, packages.

Though only 3% of Indiana requesters had ever purchased a package, this does not indicate that the Play Pack is without value. Fifty-seven percent of potential visitors considered the idea of purchasing a package very or somewhat appealing. The Play Pack will have a more limited audience than the Travel Guide simply because some consumers do not find the idea of purchasing travel via a package appealing. Nonetheless, the publication can bring value to those customers by providing trip ideas.

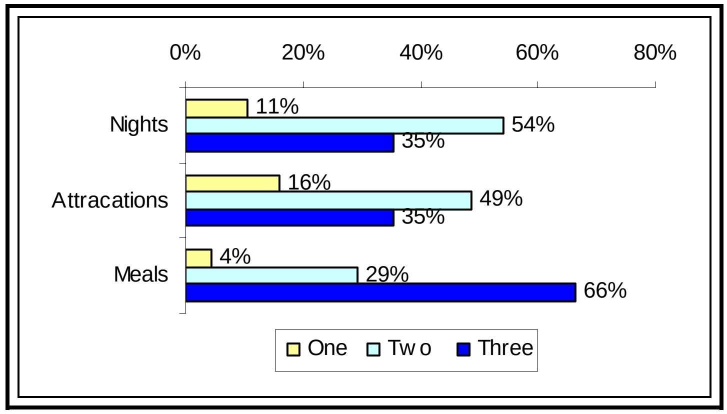
Appeal of Purchasing a Package



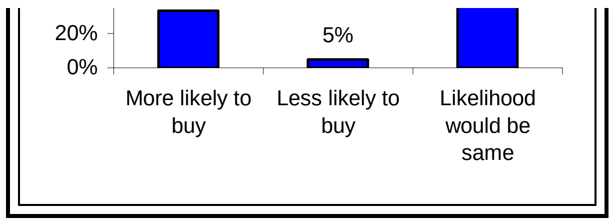
While destinations and attract
attached only to the price but
packages appealing report pref

- Two nights accommodation
- Two attractions
- Three meals

Package Content Preferences

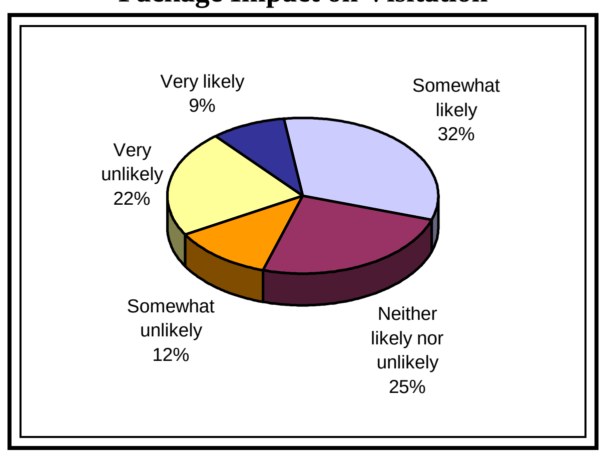


When considering what might influence potential visitors to purchase a package, IOTD is considering offering a $10 gas card as an incentive. Respondents reported that such a card would have little influence on their decision making. Though 33% of all consumers reported that their likelihood to purchase a package would be higher with an incentive, for those who do not have favorable opinions of packages, their likelihood was only 17% greater than if no incentive were offered.



Package Impact on Visitation

However, package availability has little impact on visitation. Only 9% of potential visitors reported a package being very likely to impact their visitation to Indiana. Again, however, the Play Pack publication can still bring value to these consumers by providing trip ideas.



VISITOR PROFILE

Though all those surveyed had responded to marketing by the Indiana Office of Tourism Development by requesting information, the state can evaluate how well the publications are reaching the target audience by comparing visitors to all of those who requested information from IOTD.

Generally, visitors tended to be older, better educated and to earn higher incomes than the pool of potential visitors who requested information. As well, the distribution of visitors varied slightly from the requester pool – visitors more often came from nearby locations as compared to those who requested information. Interestingly, a greater percentage of visitors were from Ohio and Kentucky than were requesters, while those from Illinois and Michigan were less often visitors than they were requesters.

Visitor vs. Requester Profile

	Visitors	Requesters
Marital Status		
Married	73%	64%
Divorced	9%	8%
Single	18%	28%
% With Children	28%	29%
Education		
High school or less	21%	32%
Some college/tech school	28%	24%
College graduate	30%	21%
Post graduate degree	20%	16%
Average Income	$66,066	$59,992
Age	53	46
State		
Indiana	37.6%	39.5%
Ohio	11.2%	7.4%
Illinois	9.5%	11.3%
Kentucky	6.2%	3.7%
Michigan	4.5%	6.1%
Wisconsin	3.7%	2.5%
Missouri	3.3%	2.2%
California	1.2%	2.7%
Texas	1.2%	2.1%
Florida	1.2%	1.9%

CONCLUSIONS & RECOMMENDATIONS

Indiana’s conversion rate remains quite high, as 58% of those that requested state travel materials actually visited. Of those who traveled, 53% reported that the publications had an influence on their decision to visit the state.

The travel planning timeframe is most often (41%) less than one month. As such, it is important for requests to be fulfilled quickly. Tight timeframes should also impact public relations paid marketing efforts. The Indiana Office of Tourism Development can advertise during the season of travel for which it is hoping to stimulate visitation, so long as fulfillment pieces can reach potential visitors in time.

Those who did not visit Indiana did not spend their travel dollars elsewhere – 52% of non-visitors who had requested information did not travel at all. Of non-visitors, 53% claimed to be likely to visit the state within the next two years.

While the average trip expenditure was $599, the publications greatly impacted spending. Those who said the guides did not impact their decision to travel spent an average of $397 on their trips, while those who were influenced by the guides spent $856 – an increase of 116%. Not only did those who were influenced spend more per day, they also stayed longer.

Those who visited Indiana were satisfied with their trips and are likely to return. This makes a past Indiana visitor the best target for future visitation. While difficult to target, marketing messages could allude to “coming back” to Indiana. Considering the high conversion rate and that a fair percentage of non-visitors sill intend to travel, targeted marketing – via direct mail or e-mail – to past responders is likely a wise investment.

The Play Pack publication has a limited audience, as nearly one-half of those who requested materials do not find the format appealing. Some potential customers would never consider purchasing travel via a package. However, this does not mean that the publication is without value. It is another vehicle for trip ideas. The industry should be encouraged to create packages that appeal to consumers by including two night’s accommodation, entry to two attractions and three meals.

The Indiana visitors varied slightly from requesters in that visitors tended to be older, better educated and to earn higher incomes. As well, visitors more often came from other Midwestern destinations than the requester pool.

APPENDIX

Publications Conversion Study Questionnaire Web

Indiana Tourism
July 6, 2006

We are conducting a brief survey regarding travel and tourism. We would appreciate it if you could assist us in this research effort by completing this survey. No sales call will ever result from your participation and all your answers will be kept strictly confidential. The survey should take about 10 minutes to complete.

1. During the past year, did you travel to or through Indiana?
   1…Yes
   2…No → **SKIP TO Q3**

2. Was Indiana your PRIMARY vacation destination?
   1…Yes
   2…No

3. Did you request information from Indiana State Tourism within the past year?
   1…Yes
   2…No →SKIP TO INSTRUCTION AFTER Q6A

4. What prompted you to request information from Indiana State Tourism?
   1….I was thinking about taking a trip to Indiana
   2….I wanted to get more information about the state to decide whether to visit
   3….I was already planning a trip
   4….Other, specify _______________

5. How did you request information from Indiana State Tourism?
   1….On the phone
   2….Through the mail
   3….On the Internet
   4….Other, specify _______________

6a. Do you recall any advertising or promotions you saw for Indiana State Tourism prior to requesting information?
   1…Television advertisement
   2…Magazine advertisement
   3…Mailing received at home
   4…Internet advertisement
   5…Search engine link
   6…Link on another internet site
   7…Magazine article
   8…Newspaper article
   9…Heard radio spot
   10..Other, specify ___________________
   11..No, none

IF Q1=2 SKIP TO Q22 OR IF Q1=1 & Q5=2 SKIP TO Q11

6. Did you decide to travel to Indiana before or after you requested this information?
   1…Before
   2…After
   3…Don't remember

7. How much or little influence did this information have on your decision to travel to Indiana? Would you say it had…?
   1…A great deal of influence
   2…Some influence
   3…Very little, or
   4…No influence at all

8. Did the travel information influence how long you stayed in Indiana?
   1…Yes – Lengthened stay in Indiana
   2…Yes – Shortened stay in Indiana
   3…No – No effect on length of stay

9. What month was your most recent visit to the state?
   1…Before September 2005
   2…September 2005
   3…October 2005
   4…November 2005
   5…December 2005
   6…January 2006
   7…February 2006
   8…March 2006
   9…April 2006
   10..May 2006
   11..June 2006
   12..July 2006

10. How far in advance did you plan your trip?
   1...Less than 1 month
   2...1 to 2 months
   3...2 to 4 months
   4...More than 4 months

11. Which of the following activities did you participate in, while in the state of Indiana?
   - ☐ Look for distinctive architecture
   - ☐ Visit historic sites
   - ☐ Attend musical performances such as the symphony, opera, theater, or ballet
   - ☐ Visit art or cultural museums
   - ☐ Visit zoos or children-oriented museums
   - ☐ Visit amusement or theme parks
   - ☐ Enjoy scenic beauty
   - ☐ Go to lakes, rivers, or other natural features
   - ☐ Go hiking or biking
   - ☐ Outdoor activities, such as fishing, hunting, canoeing, boating or sailing
   - ☐ Go camping
   - ☐ Go to a music concert
   - ☐ Visit nightclubs or bars
   - ☐ Go shopping
   - ☐ Gamble at a riverboat casino
   - ☐ Eat at restaurants unique to the area
   - ☐ Attend fairs or festivals
   - ☐ Go antique shopping
   - ☐ Take scenic drives or driving tours

□ Attend sporting events
□ Visit larger more metropolitan cities
□ Visit small or quaint towns
□ Visit state or national parks
□ Visit with friends or relatives
□ None of the above

12. What was the primary form of transportation you used to get to Indiana?
    1…Plane
    2…Car, van or RV
    3…Bus
    4…Train
    5…Other (SPECIFY) ___________________

13. How many adults 18 years of age or older, including yourself, were in your immediate traveling party on your most recent trip? ENTER NUMBER: ___________

14. How many children 17 years or younger were in your immediate traveling party on your most recent trip to Indiana? ENTER NUMBER: ______

16A. Which best describes your travel group on your most recent trip to Indiana?
    1…Friends
    2…Family
    3…Family and friends
    4…Couple
    5…Business Association
    6…Organized group/club
    7…By yourself
    8…Other (Specify)

15. How many nights (OVERNIGHT) did you stay in Indiana? ENTER NUMBER: ___________

16. What were your primary accommodations used while visiting Indiana on your most recent trip?
    1…Hotel or Motel
    2…Bed & Breakfast
    3…Campground
    4…RV park
    5…Home of friends or relatives
    6…Other (SPECIFY) ___________________

17. While you were in Indiana, on average, about how much did you and your immediate traveling party spend per day in Indiana, on each of the following? ENTER AMOUNT FOR EACH CATEGORY

	Avg. spent per day
Lodging	_______________
Meals/food/groceries	_______________
Admission/Costs at attractions & parks Including rentals, lift tickets etc.	_______________
Entertainment	_______________
Shopping	_______________
Transportation costs in Indiana such as Rental car, gasoline, taxis/shuttles etc.	_______________
Miscellaneous other things	_______________

18. Overall, how satisfied were you with your trip to Indiana? Would you say you were…?
    1…Very satisfied
    2…Somewhat satisfied
    3…Neither satisfied nor dissatisfied
    4…Somewhat dissatisfied, or
    5…Very dissatisfied

19. How likely would you be to take another trip to Indiana? Would you say you would be…?
    1…Very likely → **SKIP TO Q23**
    2…Somewhat likely → **SKIP TO Q23**
    3…Neither likely nor unlikely → **SKIP TO Q23**
    4…Somewhat unlikely, or → **SKIP TO Q23**
    5…Very unlikely → **SKIP TO Q25**

20. Why did you choose not to visit Indiana during the past year? PROBE AND ACCEPT MULTIPLES
    1…Cost of air travel too expensive
    2…Could not afford a trip/ other financial reasons
    3…Did not receive information about Indiana
    4…No time for a trip
    5…Personal or family illness/ problem
    6…Indiana not attractive or interesting
    7…Visited another location instead of Indiana
    8…Prefer a location that's closer to home
    9…Other reason (Specify) ______________________________

21. In the next **two** years would you say you…?
    1…Definitely will visit Indiana
    2…Probably will
    3…Probably will not, or
    4…Definitely will not visit Indiana

22. In which season would you most likely visit Indiana?
    1…Winter
    2…Spring
    3…Summer
    4…Fall

23. Please consider the following descriptions, and indicate how much each one describes Indiana.

How much do you agree that Indiana…	Strongly disagree				Strongly agree
Is welcoming	1	2	3	4	5
Is engaging	1	2	3	4	5
Is entertaining	1	2	3	4	5
Is simplistic	1	2	3	4	5
Is full of places to discover	1	2	3	4	5
Is exciting	1	2	3	4	5
Is unique	1	2	3	4	5
Is fun	1	2	3	4	5
Is lively	1	2	3	4	5
Is beautiful	1	2	3	4	5
Has arts and culture	1	2	3	4	5
Is relaxing	1	2	3	4	5
Is action-packed	1	2	3	4	5
Is adventurous	1	2	3	4	5
Is charming	1	2	3	4	5
Is modern	1	2	3	4	5
Is rejuvenating	1	2	3	4	5
Is refreshing	1	2	3	4	5
Is peaceful	1	2	3	4	5

24. In the past five years, how many times have you been to Indiana?
    ENTER NUMBER OF TIMES ___________

27. The Indiana 2006 Play Pack booklet offers a number of reduced rate Stay and Play trip packages that include hotel accommodations, entry into attractions, and meals. Have you ever purchased a Stay and Play package?
    1…Yes
    2…No→ **SKIP TO Q29**

28. Overall, how satisfied were you with your Stay and Play package? Would you say you were…?
    1…Very satisfied
    2…Somewhat satisfied
    3…Neither satisfied nor dissatisfied
    4…Somewhat dissatisfied, or
    5…Very dissatisfied

29. How appealing is the concept of a reduced rate Stay and Play package to you?
 1…Very appealing
 2…Somewhat appealing
 3…Neither appealing nor unappealing
 4…Somewhat unappealing, or
 5…Very unappealing

30.

Thinking about a short getaway, how many of the following would your ideal Stay and Play package include:	**1**	**2**	**3**
Nights of accommodation			
Number of attractions			
Number of meals			

31. How would the inclusion of a $10 gas card influence your decision to purchase a Stay and Play package?
 1…I would be more likely buy a package.
 2…I would be less likely buy a package.
 3…My likelihood of buying a package would be about the same.

33. How would the availability of Stay and Play packages affect your likelihood of visiting Indiana?
 1…I would be more likely to visit.
 2…I would be less likely to visit.
 3…My likelihood of visiting would be about the same.

34. How likely are you to purchase a Stay and Play package for a future trip?
 1…Very likely
 2…Somewhat likely
 3…Neither likely nor unlikely
 4…Somewhat unlikely, or
 5…Very unlikely

These last few questions are for grouping your responses with others similar to you.

35. What is your marital status?
 1…Married
 2…Divorced
 3…Widowed
 4…Single/never married

36. Are you female or male?
 1…Female
 2…Male

37. Including yourself, how many people are currently living in your household?
 ENTER NUMBER: _____________ [if Q37 = 1 skip to Q39]

38. How many children under the age of 18 do you have living at home?
    ENTER NUMBER: ____________

39. Which of the following categories best represents the last grade of school you completed?
    1…High school or less
    2…Some college/technical school
    3…College graduate
    4…Post graduate degree

40. Which of the following categories best represents the total annual income for your household before taxes?
    2…under $39,999
    3…$40,000 to $59,999
    4…$60,000 to $79,999
    5…$80,000 to $99,999
    6…$100,000 to $120,000
    7…More than $120,000

41. What is your age? ENTER AGE: ____________

42. What is your ZIP CODE ______

Thank you very much for taking the time to complete this survey!